

ORDER



KSDK

Orders
Order / Rev: 722505
Alt Order #: 06374663
Product Desc: MPMCSA
Estimate: C16C22
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: MO Petroleum Marketers & Conv. Stor
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	21	\$29,880.00	\$25,398.00
10/22/12	10/28/12	2	\$4,035.00	\$3,429.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$33,915.00	\$28,827.75	0.00
Totals	23	\$33,915.00	\$28,827.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSDK	41%	\$33,915.00
Market	100%	\$82,719.51

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	21%	\$17,371.10
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	10%	\$8,271.95
KTVI	28%	\$23,161.46
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/19/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	----F--	1		\$2,800.00	0.00							
2	KSDK	10/19/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,250.00		0.00			
3	KSDK	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$1,235.00		0.00			
4	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$2,800.00		0.00			
5	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,575.00		0.00			
6	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$550.00		0.00			
7	KSDK	10/20/12	10/20/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		630-7P Wheel Sat		630-7P	-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 7.2															
2	KSDK	10/20/12-10/20/12		Sat Prime B		8-9P	-----Sa--	:30		\$900.00		0.00	NM		
Ⓜ MG for 7.1 10/20															
[N/A]															
8	KSDK	10/20/12	10/20/12	Sat Prime A Animal Practice/ Go On	CM	7-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$800.00		0.00			
9	KSDK	10/20/12	10/20/12	Sat Prime B Chicago Fire	CM	8-9P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
10	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWS 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,125.00		0.00			
11	KSDK	10/21/12	10/21/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,575.00		0.00			
12	KSDK	10/21/12	10/21/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$550.00		0.00			
13	KSDK	10/21/12	10/21/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00

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FOOTBALL NIGHT AMER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$3,375.00		0.00			
14	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,125.00		0.00			
15	KSDK	10/18/12	10/18/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,235.00		0.00			
16	KSDK	10/18/12	10/18/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,800.00		0.00			
17	KSDK	10/16/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,235.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12	M-F 430-5p			430-5p	-T-----	:30		(\$1,235.00)		0.00	NM		
See MG 17.2															
2	KSDK	10/19/12-10/19/12	M-F 430-5p			430-5p	-----F----	:30		\$1,235.00		0.00	NM		
Ⓜ MG for 17.1 10/16 [N/A]															
N18	KSDK	10/16/12	10/16/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	3	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12	M-F 5P News			5-530P	-T-----	:30		(\$2,800.00)		0.00	NM		
See MG 18.2, 18.3, 18.4 [No Copy]															
2	KSDK	10/20/12-10/20/12	LN (Sa)			10-1035p	-----Sa--	:30		\$2,700.00		0.00	NM		
Ⓜ MG for 18.1 10/16 [n/a]															
3	KSDK	10/18/12-10/19/12	M-F 4-5A			4-5A	---ThF----	:30		\$50.00		0.00	NM		
Ⓜ MG for 18.1 10/16 [n/a]															
4	KSDK	10/18/12-10/19/12	M-F 4-5A			4-5A	---ThF----	:30		\$50.00		0.00	NM		
Ⓜ MG for 18.1 10/16 [n/a]															
19	KSDK	10/17/12	10/17/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,235.00		0.00			
20	KSDK	10/17/12	10/17/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,800.00		0.00			
21	KSDK	10/17/12	10/17/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KSDK	10/17/12	10/17/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,250.00		0.00						
													Totals	23	\$33,915.00